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 The Market Leader specialist titles extends the scope of the Market Leader series and allows teachers to focus on the reading skills and vocabulary development required for specific areas of business.

Market Leader 3rd Edition Pre-Intermediate Test File Longman

Market Leader 3rd Edition has been completely updated to reflect the fast-changing world of business using authoritative and authentic business sources such as Financial Times.

Market Leader Intermediate Flexi Course Book 2 Pack Longman

Market Leader 3rd Edition has been completely updated to reflect the fast-changing world of business using authoritative and authentic business sources such as Financial Times.

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Market Leader 3rd Edition has been completely updated to reflect the fast-changing world of business using authoritative and authentic business sources such as Financial Times.

Market Leader 3rd Edition Pre-Intermediate Teacher's Resource Book/Test Master CD-ROM Pack Longman

The 3rd edition Course Book contains: 100% new reading texts from the Financial Times© 100% new case studies with opinions from successful consultants who work in the real world of business 100% new listening texts reflecting the global nature of business with texts that are all available to view on the new DVD-ROM 'Business Across Cultures' spreads which focus on particular cultural issues The DVD-ROM accompanying the Course Book contains: Authentic video material from FT.com with accompanying worksheets All the listening texts available to view, providing truly authentic listening practice Vocabulary Trainer iGlossary

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 Market Leader 3rd Edition has been completely updated to reflect the fast changing world of business. The 3rd Edition Coursebooks include new reading texts from the Financial Times and new case studies with opinions on DVD from successful consultants. The DVD-ROM also includes authentic video materials from FT.com with printable worksheets and interviews with business experts.

Market Leader Longman

Market Leader uses authoritative authentic content from the Financial Times to build the professional language and skills needed to communicate in the modern world of business. The third edition has been completely updated to reflect this fast-changing world.

Longman

The major business English course for tomorrow's business leaders. Incorporating material from the Financial Times(c), it bring business right into the classroom.

Market leader. Intermediate business English : Teacher's resource book Pearson Longman

Market Leader 3rd Edition has been completely updated to reflect the fast-changing world of business using authoritative and authentic business sources such as Financial Times.

Market Leader - Human Resources Pearson ELT

Market Leader 3rd Edition has been completely updated to reflect the fast-changing world of business using authoritative and authentic business sources such as Financial Times.

The Discipline of Market Leaders Longman

Market Leader 3rd Edition Extra develops confident, fluent speakers who can successfully use

English in a work environment. A five-level course for young adults and adult professionals
Market Leader. Intermediate. Test File. Per Le Scuole Superiori Springer Science & Business Media
 The 3rd edition Course Book contains: 100% new reading texts from the Financial Times© 100% new case studies with opinions from successful consultants who work in the real world of business 100% new listening texts reflecting the global nature of business with texts that are all available to view on the new DVD-ROM 'Business Across Cultures' spreads which focus on particular cultural issues The DVD-ROM accompanying the Course Book contains: Authentic video material from FT.com with accompanying worksheets All the listening texts available to view, providing truly authentic listening practice Vocabulary Trainer iGlossary
Choose Your Customers, Narrow Your Focus, Dominate Your Market Pearson Longman
 Market Leader uses authoritative authentic content from the Financial Times to build the professional language and skills needed to communicate in the modern world of business. The third edition has been completely updated to reflect this fast-changing world.

Lehrbuch Pearson ELT

The 3rd edition of this ever popular course combines some fantastic new materials with all the features that have made this course a bestseller. Market Leader Active Teach contains everything a teacher will need for the course in the classroom. It can be used with a computer and a projector or with an interactive whiteboard. It includes: All the audio and video from the book. All the pages with a 'zoom in' and 'zoom out' feature. Fully functional IWB tools. The ability to save all your notes alongside the relevant page of the Student's Book. Extra resources including review games and activities

Market Leader Upper Intermediate Flexi Course Book 2 Pack Longman

This five-level course uses authoritative, authentic sources to explore topical business issues and builds the professional standard of language needed to communicate in the modern world of business.

Hidden Champions of the Twenty-First Century Pearson ELT

"Provides the Course Book and a range of other teaching resources in digital format. The software can be used on any interactive whiteboard or computer and projector set up. It is also ideal for use on a laptop in one-to-one classes."--Container.

Market Leader Intermediate Flexi Course Book 1 Pack Longman

This five-level course uses authoritative, authentic sources to explore topical business issues and builds the professional standard of language needed to communicate in the modern world of business.

The Success Strategies of Unknown World Market Leaders Basic Books

Student Course Book • Authentic texts from the Financial Times and other sources develop reading skills and provide essential business vocabulary. • Interviews with business people and experts develop listening skills, such as prediction, listening for specific information and note taking. • Language Work develops students' awareness of common problem areas and introduces grammatical concepts. • 16 pages of business skills in each level: negotiating, presentation, writing emails, telephoning and teleconferencing, small talk, meetings and interviews. • Open discussion exercises for groups and pairs. • Skills section for teaching career-related skills. • Useful Language Box provides phrases for role play situations in the workplace. • Case study discussions on the unit topic (with commentaries on the DVD-ROM). • Working Across Cultures develops cultural awareness and skills. • Four revisions units in each Course Book. DVD-ROM • All 12 interviews from the Course Book, with optional subtitles, expose students to natural, authentic speech. • Self-study practice activities allow students to revisit problem areas and reinforce classwork. • Activities provide language-recycling opportunities with instant, personalised feedback. • iGlossary - a digital mini-dictionary that provides definitions and pronunciations of all the key words listed in the Course Book. • Audio for business skills lessons. MyEnglishLab online learning platform • MyEnglishLab is designed to improve student results with rich, interactive exercises that correspond perfectly to

each unit of the Course Book. • Helpful feedback and immediate grading ensure students are highly engaged and motivated as they experience meaningful language learning outside the classroom. • Unlimited access for students allows online course materials to be used as homework – whether at home, in the lab, or anywhere with online access.

Upper Intermediate Course Book Cambridge University Press

Why is it that Casio can sell a calculator more cheaply than Kellogg's can sell a box of corn flakes? Why can FedEx “absolutely, positively” deliver your package overnight but airlines have trouble

keeping track of your bags? What does your company do better than anyone else? What unique value do you provide to your customers? How will you increase that value next year? As customers' demands for the highest quality products, best services, and lowest prices increase daily, the rules for market leadership are changing. Once powerful companies that haven't gotten the message are faltering, while others, new and old, are thriving. In disarmingly simple and provocative terms, Treacy and Wiersema show what it takes to become a leader in your market, and stay there, in an ever more sophisticated and demanding world.

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